

WHAT IS CLAIMED IS:

1. An image processing apparatus comprising:  
image encoding means for encoding image data  
inputted;

5 audio data encoding means for encoding audio  
data inputted together with the image data;

image encoding setting means for setting said  
image encoding means to encode the image data so that  
a scene exhibiting a high degree of significance is  
10 encoded with a high image quality; and

audio data encoding setting means for setting  
said audio data encoding means to process the audio  
data in accordance with the setting by said image  
encoding setting means so that the audio data is  
15 processed with a high acoustic quality.

2. An apparatus according to claim 1, wherein  
said image encoding setting means is capable of  
setting selectively a part of region in each of  
20 arbitrary  $n$  (where  $n$  is an integer equal to or larger  
than 1) frame images of a moving image composed of  
the image data so that this partial region exhibits a  
high image quality, and

wherein said audio data encoding setting means  
25 processes the audio data corresponding to a period of  
the frame images in which the setting is done by said  
image encoding setting means so that the audio data

exhibit a high acoustic quality.

3. An apparatus according to claim 1, wherein  
said audio data encoding means executes compression-  
5 encoding in accordance with the setting by said audio  
data encoding setting means to set a larger amount of  
codes to be assigned during the period for which the  
audio data are processed with the high acoustic  
quality than during other period for which the audio  
10 data are not processed with the high acoustic quality.

4. An apparatus according to claim 1, wherein  
said audio data encoding means invalidates in  
accordance with the setting by said audio data  
15 encoding setting means, the compression-encoding of  
the audio data during the period for which the audio  
data are processed with the high acoustic quality.

5. An apparatus according to claim 1, wherein  
20 said audio data encoding means includes a plurality  
of audio data encoding circuits and executes the  
compression-encoding processing by adaptively  
switching over said plurality of audio data encoding  
circuits in accordance with the inputted audio data  
25 during the period for which the audio data are  
processed with the high acoustic quality in  
accordance with the setting by said audio data

encoding setting means.

6. An apparatus according to claim 1, wherein  
said image encoding setting means makes the setting  
5 so as to encode a region, with the high image quality,  
including an arbitrary object in the image data.

7. An apparatus according to claim 6, wherein  
said image encoding setting means makes ROI setting  
10 of the region including the arbitrary object, and  
wherein said image encoding means executes ROI  
encoding.

8. An apparatus according to claim 1, wherein  
15 said image encoding setting means makes the setting  
so as to encode a partial region of the image data  
with the high image quality in accordance with a  
user's instruction for designating a degree of  
significance of the image.

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9. An apparatus according to claim 8, wherein  
said image encoding setting means makes the ROI  
setting in accordance with the user's instruction,  
and  
25 wherein said image encoding means executes the  
ROI encoding.

10. An image processing method comprising:  
an image encoding step of inputting a moving  
image and encoding image data thereof;  
an audio data encoding step of encoding audio  
5 data inputted together with the moving image;  
an image encoding setting step of setting said  
image encoding step to encode, with a high image  
quality, a partial region of each of frame images  
forming the moving image; and  
10 an audio data encoding setting step of setting  
said audio data encoding step to process the audio  
data with a high definition in accordance with the  
setting in said image encoding setting step.
- 15 11. A method according to claim 10, wherein  
said image encoding setting step is capable of  
selectively setting, with a high image quality, a  
part of region in each of arbitrary  $n$  (where  $n$  is an  
integer equal to or larger than 1) frame images of  
20 the moving image, and includes setting so as to  
process the audio data, with a high acoustic quality,  
corresponding to a period of the frame images in  
which the setting is done in said image encoding  
setting step.
- 25 12. A method according to claim 10, wherein  
said audio data encoding step includes executing

compression-encoding in accordance with the setting  
in said audio data encoding setting step to set a  
larger amount of codes to be assigned during the  
period for which the audio data are processed with  
5 the high acoustic quality than during other period  
for which the audio data are not processed with the  
high acoustic quality.

13. A method according to claim 10, wherein  
10 said audio data encoding step includes invalidating  
in accordance with the setting in said audio data  
encoding setting step, the compression-encoding of  
the audio data during the period for which the audio  
data are processed with the high acoustic quality.

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14. A method according to claim 10, wherein  
said audio data encoding step includes executing the  
compression-encoding processing by adaptively using a  
plurality of audio data encoding methods in  
20 accordance with the inputted audio data during the  
period for which the audio data are processed with  
the high acoustic quality in accordance with the  
setting in said audio data encoding setting step.

25 15. A method according to claim 10, wherein  
said image encoding setting step involves setting so  
as to encode a region, with the high image quality

including an arbitrary object in the image data.

16. A method according to claim 15, wherein  
said image encoding setting step involves making ROI  
5 setting of the region including the arbitrary object,  
and

wherein said image encoding step includes  
executing ROI encoding.

10 17. A method according to claim 10, wherein  
said image encoding setting step includes setting so  
as to encode a partial region of the image data with  
the high image quality in accordance with a user's  
instruction for designating a degree of significance  
15 of the image.

18. An apparatus according to claim 17, wherein  
said image encoding setting step includes making the  
ROI setting in accordance with the user's instruction,  
20 and

wherein said image encoding step includes  
executing the ROI encoding.

19. A storage medium storing a program  
25 executable by a data processing apparatus, said  
program including program codes for realizing an  
image processing method described in claim 10.

20. A storage medium storing a program executable by a data processing apparatus, said program including program codes for realizing an image processing method described in claim 11.